

Example Three

Addressing School Quality in a Transit Neighborhood

Current Conditions

This medium-density neighborhood is served by a rail station and several bus routes, and is minutes from the freeway. Many high-end restaurants and small boutiques are clustered around the station area. Streets are narrow and quiet with beautiful landscaping and attractively maintained, predominantly single-family homes on small lots. This neighborhood's local public schools, however, are poor quality, and private schools are far away.

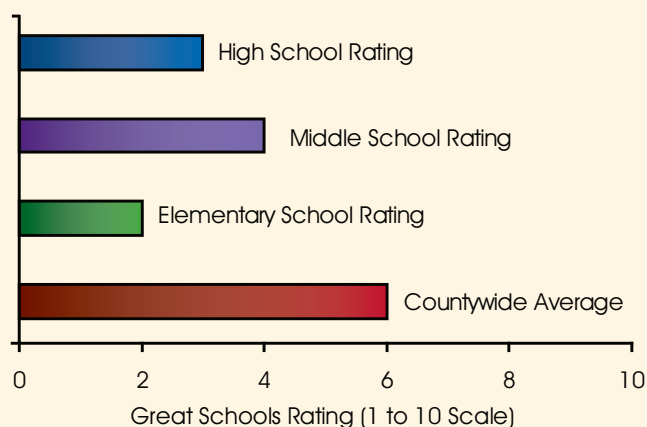
Efforts to build additional housing by adding townhouses and mid-rise apartment or condominium buildings may not work in attracting residents with school-age children, thus limiting market appeal.



School-Quality Indicators

School rankings can be obtained from www.greatschools.net.

Other school-quality ratings include the percentage of fully credentialed teachers in the school and the number of dollars invested per pupil.



Most Likely to Be Attracted Before Changes

Urban DINKs
Mellow Couples
Young Brainiacs
(without school-age children)

Changes Made

Improve school quality

Attracted After Changes

Urban DINKs
Mellow Couples
Young Brainiacs
(with school-age children)
Ambitious Urbanites

Identify Market Segments to Target

With high levels of quietness and cleanliness, good walkability and freeway access, and good-quality transit access, this neighborhood is able to attract several market segments including the Urban DINKS, who place a relatively high value on transit access and walkability; the Mellow Couples, who value a quiet and clean neighborhood and driving access; and some of the Young Brainiacs, who value transit access and walkability.

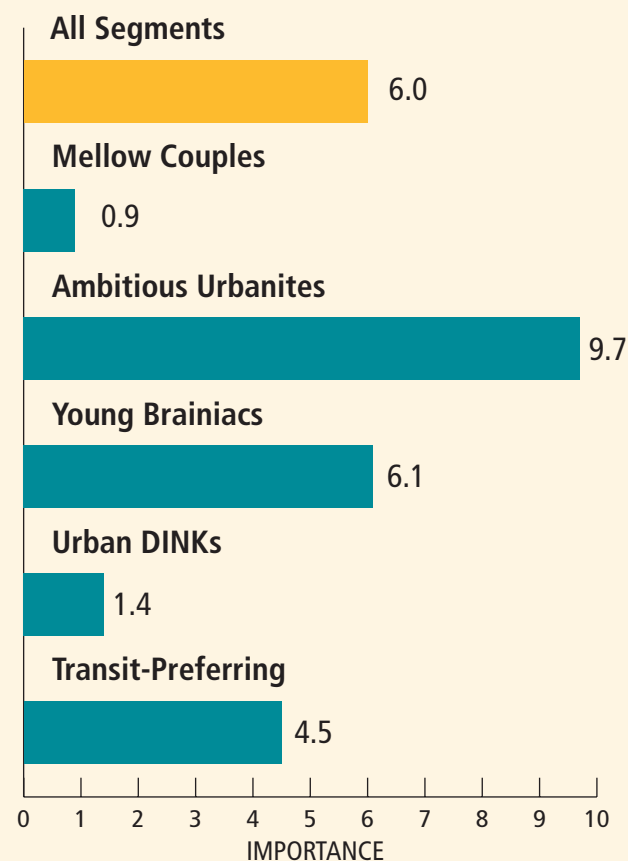
However, the Young Brainiacs with children and the Ambitious Urbanites would not consider moving to the area because of its poor-quality schools. To attract these segments, this neighborhood would need to improve the quality of local schools.

Implement Strategies to Attract Target Segments

It may be possible to attract some of the Young Brainiacs and Ambitious Urbanites by providing high quality pre-school and elementary schools, even if those are private or charter schools, to keep their interest in living in a TOD at least until their children get older. Impact fees on new development in the TOD could be used to help finance the improvement of local schools.

For more ideas, consider the Strategies to Improve School Quality and Access (pages. 40-41).

Importance of Good Schools in a Neighborhood



Crime Indicators

Crime data and characteristics can be obtained from local police offices. Some jurisdictions make this information available on the Web in a map format.

Data is also available from FBI's Uniform Crime Report (UCR). This site collects crime statistics for over 16,000 city, county and state law enforcement jurisdictions.
www.fbi.gov/ucr/



Example Four

Addressing Crime in an Urban Downtown

Current Conditions

This dense urban downtown TOD is a major regional job center and has many well-known entertainment venues. Transit service is excellent (both rail and high-quality bus service are available) and there are several transit options for accessing regional centers/San Francisco.

Major challenges in attracting additional residents include the perception and reality of criminal activity, especially after working hours. A majority of current residents probably belong to the Transit-Preferring and Urban DINKs market segments, which are characterized by desire for high-quality transit, less sensitivity to crime and less concern for school quality.

Identify Market Segments to Target

The Transit-Preferring segment is the most easily attracted to this type of location. Urban DINKs are the segment next most easily attracted. Like the Transit-Preferring, they value good quality transit but they place a stronger value on feeling safe while walking around at night. Urban DINKs are less concerned with the quality of local schools, making them easier to attract than some other segments such as the Ambitious Urbanites, who value both nighttime security and good schools. Young Brainiacs may be another option — they would be attracted by the good accessibility to regional centers/San Francisco, along with the Urban DINKs and Ambitious Urbanites. Although some Young Brainiacs

Most Likely to Be Attracted Before Changes

Transit-Preferring
Urban DINKs

Changes Made

Improve neighborhood
quality (crime focus)
Zone for mixed use
and active night
time use

Attracted After Changes

Transit-Preferring
Urban DINKs
(larger share)
Young Brainiacs

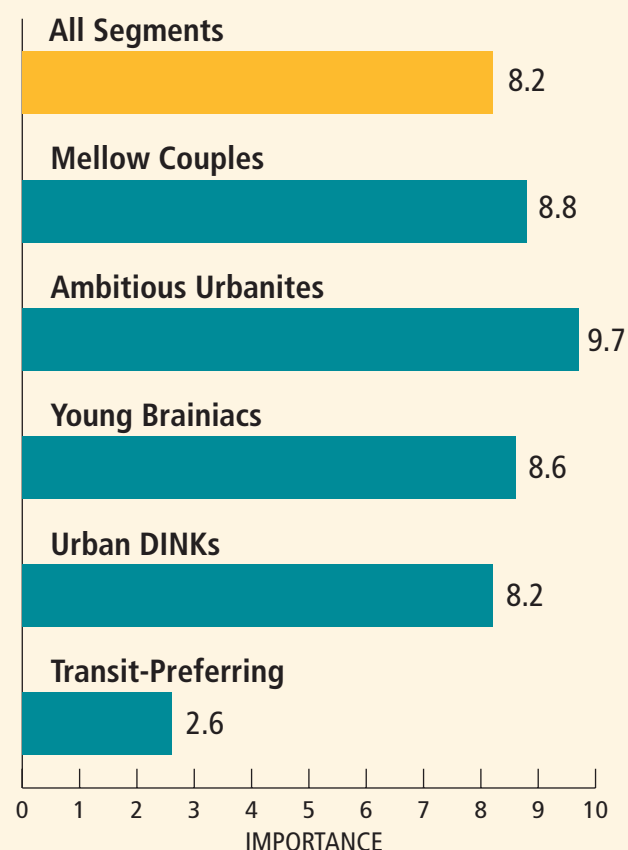
value good schools, most do not have school-age children and they place a high value on transit and being able to walk and bike for errands.

Implement Strategies to Attract Target Segments

To attract the Urban DINKs and some of the Young Brainiacs, this city would need to improve nighttime safety at this location. Strategies could involve putting more “eyes on the street,” by placing new development in close proximity to existing entertainment venues; attracting more restaurants, cafes, clubs, bars, gyms and other businesses that stay open during evening hours; sponsoring or supporting local evening events like movies and fairs; and improving street lighting. Qualitative follow-up research conducted for this study suggests these measures would be more effective at improving perceptions of safety than increasing police presence or providing a walk-home service.

For more ideas, consider the Strategies to Improve the Safety and Convenience of Walking and Bicycling (pages. 34–35)

Importance of Feeling Safe While Walking at Night



Transit Level of Service

Level of service (LOS) is a common measure for transportation quality. *The Transportation Capacity and Quality of Service Manual* (available from www.trb.org) provides systems for rating the level of service of transit lines by their frequency, reliability, hours of service and other measures. Level of service standards for frequency are provided below.

LOS	Average Headway (min)	Comments
A	<10	Passengers do not need schedules
B	10-14	Frequent service, passengers consult schedules
C	15-20	Maximum desirable time to wait if bus/train missed
D	21-30	Service unattractive to choice riders
E	31-60	Service available during the hour
F	>60	Service unattractive to all riders

Example Five

Enhancing Transit Quality in a Town Center

Current Conditions

This medium-density town center provides pleasant neighborhoods with reasonable walking and bicycling quality, mixed-quality schools and medium driving quality. However, the quality of the local transit is low, and there is no direct transit service to Regional Centers/San Francisco or other major regional job centers.

The neighborhood has been the focus of some recent investments and is showing new vitality — a few new stores, businesses and restaurants. There is concern that the increase in activity will increase local congestion. There have been some conflicting public campaigns regarding proposals to demolish historic buildings and build more parking in the town center.

Identify Market Segments to Target

The pleasant neighborhood and relative ease of driving make this area attractive to the Mellow Couples. The Auto-Oriented Price-Conscious are also attracted by the easy driving and lower-cost housing.

Improvements in local transit service can help attract people in the Transit-Preferring segment, who value high-quality transit and would be attracted by the combination of lower housing prices and reasonable quality transit. The improved transit could also allow some households to reduce their transportation costs by reducing auto ownership, especially from two cars to

Most Likely to Be Attracted Before Changes

Mellow Couples
Auto-Oriented, Price-Conscious

Changes Made

Improve reliability
and LOS on key
transit routes
Improve transit
access to Regional
Centers/San
Francisco

Attracted After Changes

Mellow Couples (larger share)
Auto-Oriented, Price-Conscious
(larger share)
Transit-Preferring (some)
Urban DINKs (some)

one car, primarily if coupled with the provision of car-share opportunities.

If much better transit access to Regional Centers/San Francisco (or other regional job/entertainment centers) could be established, then the area could also attract people from the Urban DINKS segment. Transit improvements could increase the availability of non-driving travel mode options for current residents as well, improving mobility for youths, seniors, and others without an automobile.

Implement Strategies to Attract Target Segments

To attract more market segments, this community could improve bus services through features such as transit bus signal priority, dedicated right-of-way, TransLink®, and real-time bus arrival information. Additionally, the community could pursue high-quality transit access to Regional Centers/San Francisco and other job centers. These improvements would be likely to attract the people in the Transit-Preferring and Urban DINKs segments.

For more ideas, consider the Strategies to Improve Transit Reliability, Frequency and Access (pages. 38–39).

Importance of Reliable Transit Access in a Neighborhood

